

Deliverable for:
Website
7.1 Develop Advertising Plan

New Hampshire
Balancing Incentive Program

Submission
October 31, 2012

NH Balancing Incentive Program

Advertising

7.1 Develop Advertising Plan

The NH Balancing Incentive advertising plan will have seven main components:

1. Identify target populations
2. Assess the barriers and needs both overall and specific to the target populations
3. Identify media that best suits the overall and target populations
4. Specify the language that will highlight the Balancing Incentive Program
5. Specify the layout and presentation that will cater to the population groups
6. Specify locations and times that will balance exposure and cost
7. Evaluate and act sustainably regarding the advertising plan as well as future messages and media as the program progresses

The advertising plan, as outlined, will highlight the design and strengths of the NH Balancing Incentive initiatives and focus the content to all categories of consumers and referring partners. By designing advertising around target populations, NH BIP will reach the greatest audience while maintaining sensitivity to specific needs. The result will be widespread knowledge of the “go to” resources in NH for Long Term Services and Supports.